

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION **PRESENTED:** February 3, 2010

TITLE: 702 North Midvale Boulevard – Frey
Street Parking Lot -- PUD(GDP-SIP). 11th
Ald. Dist. **REFERRED:**
REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED: **POF:**

DATED: February 3, 2010

ID NUMBER:

Members present were: Marsha Rummel, Mark Smith, Dawn Weber, Todd Barnett, Bruce Woods, Richard Slayton, John Harrington, Ron Luskin, R. Richard Wagner and Jay Ferm.

SUMMARY:

At its meeting of February 3, 2010, the Urban Design Commission **GRANTED FINAL APPROVAL**

Appearing on behalf of the project were James Farrell, representing Joseph Freed & Associates; Scott McLamore, representing Joseph Freed & Associates; Adam Fink, representing Joseph Freed & Associates; Alder Chris Schmidt, representing District 11; and Ken Saiki, representing Ken Saiki Design. Registered neither in support nor opposition was Steve Siehr.

Ken Saiki began by noting the most recent modifications to the plans as follows:

- An update to the plans to provide for tree islands at an Urban Design Commission's standard.
- Signage will be provided to note the parking lot's use for employees as proposed.

Following the presentation, Dan McCormick, Traffic Engineer, spoke to the lack of impact associated with the development of the adjacent Target site as well as Frey Street on the dating of this existing parking facility.

ACTION:

On a motion by Slayton, seconded by Weber, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (6-1-1) with Rummel voting no and Luskin abstaining. The motion required that the applicant return to staff modified plans that featured code compliant ground cover within tree islands along with modifications to curbing to provide for protection of existing trees at the driveway entry but still allow for infiltration.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5, 5, 5, 3, 5 and 5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 702 North Midvale Boulevard – Frey Street Parking Lot

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings								5
	5		5					5
	5		5			5	5	5
								3
	5							5
						5		
								5

General Comments:

- Adequate.
- Perhaps a need, but a poor use of this space.
- Prefer approved use in GDP for green plaza and public space.
- Should be temporary parking lot.
- It's just a parking lot.